

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, September 23, 2019 at 5:30 p.m.
210 State Street, City Hall, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Vice Chair: Richard Christner
Members Present: Sam Bingham, Sean Bradley, Luther Kurtz, Paul Silva, Rick Wertz
Members Absent: Maureen Owens, Kirby Dipert, Amanda Wilkin
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes
- B. Monthly Report
- C. Committee Minutes
- D. Michigan Main Street Community Requirements Agreement

Member Bingham stated that he was present at the Economic Vitality Committee. Vice Chair Christner stated that the Building Committee minutes indicate Kirby Dipert instead of him. Mayor Kurtz stated that since there was only one audience member present that the Board would consider amending the agenda to move the Bridge Drop Sponsorship item before Reports.

Motion by Mayor Kurtz, second by Member Silva to approve the Consent Agenda items as corrected. Motion passed by unanimous voice vote.

8. D. Bridge Drop Sponsorship

Dan Baron stated he was present on behalf of Charlevoix Bridge Drop. He stated that the Bridge Drop has been a New Year's Eve celebration for several years run by a non-profit organization with volunteer efforts to stage the event. Mr. Baron asked the DDA to continue their support of the 2019 event at the \$2,500 level. Discussion followed regarding the sponsorship levels, sponsorship from restaurants and area businesses, and other annual events.

Motion by Mayor Kurtz, second by Member Silva to approve a \$2,500 sponsorship of the 2019 Bridge Drop event. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report

Director Dotson announced that the Charlevoix Main Street Program achieved the Master Level as awarded by the *Michigan Main Street Association*. She noted that they have been in the media quite a bit recently mostly related to The Vault. She stated that the August Cooperative Ad Campaign for the Mushroom House tours exceeded expectations. She said the *Charlevoix Area Community Foundation* grant application to support The Vault was due October 1st.

B. DDA Financials

Director Dotson clarified that the Hoop Skirt Alley project was placed in revenue under the account for "Grants, Other". She stated that Miscellaneous Expenses was budgeted for \$300, but they had spent \$1,500 for the Big Belly trash unit. The City applied for the grant which only paid for half of it and she was directed by the City Manager to have the DDA and Street Department pay for the remainder of the expense.

7. Old Business

A. The Vault Co-Working Space Update

Director Dotson stated that all three private offices were rented, one person purchased multiple punches for day-use drop-ins, and there were two 24/7 access members. They created a \$10 rate for non-profits for drop-ins. She stated they were creating an artist agreement that releases the DDA of any liability for the displayed artwork.

Director Dotson stated that the Well Being Day Spa (Lindsey Lewis) approached them wanting to rent out the vault space. She stated that they had changed the vault to a meditation space, and she was hesitant to lose that space. The

Board discussed the proposal along with other options for Ms. Lewis at length. It was noted that there was no preferred occupancy plan in place.

Motion by Member Silva, second by Member Bingham to direct Director Dotson to enter into an agreement with Lindsey Lewis with the premise that is on a month to month basis and having discussions with Ms. Lewis about their plans and what that space may be in the future so that she understands that this is a trial which could become a permanent commitment. Motion passed by roll call vote as follows:

Yeas: Bingham, Bradley, Christner, Kurtz, Silva

Nays: Wertz

8. New Business

A. License Agreement with Charlevoix Screen Masters

Director Dotson stated that they trademarked the Charlevoix C logo as a means to preserve its integrity and make sure that it is used in ways that are appropriate. She stated they were talking with Charlevoix Wear about the possibility of entering into a license agreement, with most garments being ordered through Screen Masters. Screen Masters has already been printing a lot of items with the "C" on them for City staff. Screen Masters could monitor logo use by adding a small fee per garment that the logo is printed on (.75/multi-color, .25/one color); that fee would be passed to the City.

Motion by Mayor Kurtz, second by Member Wertz to enter into a License Agreement with Charlevoix Screen Masters, Inc. for the use of the trademarked Charlevoix C logo and to give Director Dotson the authority to approve them at her discretion within the guidelines. Motion passed by unanimous voice vote.

B. Grant Agreement for Match on Main

Director Dotson stated this was an agreement with the *Michigan Economic Development Corporation* for the Match on Main Grant awarded to *My Grandmother's Table*. She explained details of the grant and monitoring processes.

Motion by Member Bingham, second by Member Silva to permit Director Dotson to sign the grant agreement and reimburse *My Grandmother's Table* \$25,000 as paid by the MDEC as a part of the Match on Main grant program. Motion passed by unanimous voice vote.

C. Restaurant Week Sponsorship

Director Dotson stated that in lieu of soliciting sponsors for the November Restaurant Week and noting donor fatigue, the Chairs of Restaurant Week are proposing that Main Street be the \$500 sponsor instead. She stated that in addition to their regular promotion on Lite 96.3 and Facebook ads, *Visit Charlevoix* will be promoting Restaurant Week.

Motion by Member Bingham, second by Member Wertz to approve the request as presented. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

Member Silva supported a dog beach. Director Dotson stated she was talking with Recreation Director Knorr about the newly formed Dog Park Committee. One of the biggest challenges is a lack of City owned adequate space (at least two acres). Member Silva referenced other locations with much smaller amounts of property. Mayor Kurtz stated that City Council debated and decided that people can bring their dogs to Mt. McSaubia. Director Dotson stated that the Junior Main Street Committee has also expressed interest in this topic.

Motion by Member Silva, second by Member Wertz that the DDA support the newly formed Dog Beach Committee. Motion passed by unanimous voice vote.

11. Board Comments

Mayor Kurtz stated that they started the *Live from Charlevoix's More Than Summer* campaign and they had sold 64 packages over the weekend. He stated they had increased what the hotels get by \$5.00 and they added \$30.00 in shopping at the ten shops that had signed up to participate. Last year they sold close to 1,000 packages.

12. Adjourn

Motion by Mayor Kurtz, second by Member Silva to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:43 p.m.